

ABSTRACT

The present invention provides a white conductive primer coating composition comprising (a) 100 parts by weight of a resin mixture of a chlorinated polyolefin resin with a chlorine content of 10 to 40 wt.%, and at least one modifier resin selected from the group consisting of acrylic resins, polyester resins and polyurethane resins, (b) 5 to 50 parts by weight of a crosslinking agent, and (c) 10 to 250 parts by weight of a white conductive titanium dioxide powder which comprises titanium dioxide particles having on their surfaces a conductive layer comprising tin oxide and phosphorus, and in which the content (A) of metallic elements with valencies of 4 or less contained as impurities is no more than 0.1; and a method for forming a multilayer coating film using the composition.